

# A STUDY OF NECESSARY TOURISM INFORMATION CONTEXT FOR INFORMATION TECHNOLOGY SYSTEM DEVELOPMENT FOR COMMUNITY BASED TOURISM OF SATUN COMMUNITY BASED TOURISM NETWORK

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## ABSTRACT

Currently, tourism makes vital contribution to the global economy and Thailand since the tourism industry has grown massively and generated income to Thailand particularly Satun province, Satun is a small province in the south of Thailand that is located along the coast of the Andaman Sea. Satun is a popular travel destination for local and foreign tourists traveling to Thailand. However, the most suitable period for marine traveling only six months from November – April, The others six months of the year is the monsoon season which it would be inconvenience for marine traveling. Many sectors of tourism have ideas on tourists distribution to all relevant areas for income distribution to Satun province under the concept of Community Based Tourism Management and establishment of the Community Based Tourism Network in 2006 for building a strengthen communities which included ten communities were Baan Jed Look, Baan Bu Boy, Baan Kok Pha Yorm, Baan Khuan Pho, Baan Huo Thang, Baan Phu Pha Phet, Baan Ket Tree, Baan Thung Sa Boh, Koh Sa Rai Community and Baan Na Thorn after that in 2009 the Community Based Tourism Network was selected as a pilot project in promotion and driven mechanism in developing the Community Based Tourism Network. At present, the operating of Community Based Tourism Network of Satun has problems with the difference of knowledge about Community Based Tourism by tourism community leaders, local politicians, government staff and non-government staff who has a role in promoting the villagers and tourists. So Community Based Tourism Network also needs to develop information technology system to compile, store and disseminate knowledge to increase the knowledge and reduce the knowledge gap about CBT of those involved in operation of CBT. The study context of necessary tourism information to develop an information system of community based tourism (CBT) network in Satun province used the process of knowledge management (KM) to collect data from tourism communities of CBT network in Satun province found that the classification of the operators' knowledge and understanding level in tourism community was classified into three groups: 1) a group of who have much knowledge, 2) a group of people who have moderate knowledge 3) a group who have low knowledge and lack of knowledge. The collecting information from the communities to develop a network for CBT network in Satun used knowledge management as main tool for 1) Knowledge Shaping 2) Knowledge Storing 3) Knowledge Sharing and 4) Knowledge Sustainable

*Keywords: knowledge manegerment; community base tourism; Information System*

## Introduction

The tourism industry is one of the largest and most dynamic industries in today's global economy and it is widely accepted that tourism industry is an important source of income for most of the countries which ranked 1 to 3 from the top 10 in the country's key industries. The World Tourism Organization (United World Tourism Organization: UNWTO) forcastes scenario for world tourism in advance that since. 2004 until 2020, the number of international tourist arrivals will be reached to 1,600 million (Goeldner and Ritchie, 2006). According to the tourism forecasting of Thailand which expected that in 2020 the number of visitor about 37 million will be traveled to Thailand. (Department of Tourism Office of Tourism Development Ministry of Tourism and Sports, 2012). As the statistic mentioned above it is conclude that the tourism industry is an industry with high growth rates and plays a major role in the economy and society of the country and it is also a major source of income, bring money into country and job creation and contribute the prosperity to region.

Satun is a province located in the West Coast and found that both of Thai and foreign tourists visited there offense and incessant referred to the statistics of year 2006 - 2010 there was 692,970 tourist arrivals which increased to 6.87

percent it is able generated revenue for the Satun province about 2008.02 million baht, but most of tourists visited marine tourism because of popular attractions and very famous of Satun province (Department of Tourism Office of Tourism Development Ministry of Tourism and Sports, 2011). However, the maritime tourism of Satun province in whole year is available for 6months, from November – April, The others six months of the year is the monsoon season which it would be inconvenience for marine traveling. Many sectors of tourism have concepts on tourists distribution to all relevant areas for income distribution to Satun province under the concept of Community Based Tourism. In 2006 the CBT was established for building a strengthen communities which included ten communities were Baan Jed Look, Baan Bu Boy, Baan Kok Pha Yorm, Baan Khuan Pho, Baan Huo Thang, Baan Phu Pha Phet, Baan Ket Tree, Baan Thung Sa Boh, Koh Sa Rai Community and Baan Na Thorn (Faculty of Social Administration, Thammasart University, 2007:1) after that in 2009 the Community Based Tourism Network was selected as a pilot project in promotion and driven mechanism in developing the Community Based Tourism Network.

At present, the operating of Community Based Tourism Network of Satun has problems with the difference of knowledge about Community Based Tourism by tourism community leaders, local politicians, government staff and non-government staff who has a role in promoting the villagers and tourists. So Community Based Tourism Network also needs to develop information technology system to compile, store and disseminate knowledge to increase the knowledge and reduce the knowledge gap about CBT of those involved in operation of CBT.

## **Concept of Knowledge**

Yuthana Sae-Tiew (2004) mentioned that the knowledge was an information had through the thinking process, comparing process and linkage with others knowledge then made the understanding and took it to use in their conclusions and decisions in many situations and regardless of the time. In another hands, David Davenport (1999) stated that knowledge was not data or information. Although it had linked with the data or information but the difference between the two words, it is only a matter of level only. The confusion came from not knowing what is information? What information is? What is knowledge? How Difference? And did not know the real meaning. Then, the real meaning of above three terms as followed.

Is a fact that could be seen but can not tell how good but It is just a phenomenon. It is measured in quantifiable. In other words, the fact, statistics are not meaningful and may not meet the screening. The primary data obtained may be available or unavailable in use.

Information in this case is "message" it is kind of a document or media and sent to the recipient. Information has a goal of changing behavior in recognize some of the recipients. Indeed, the information is an important information, which the recipient can decide that what material they receive the information or not. Rather, it is the screening and initial data, collecting, analysis and interpretation to meet the needs of those who want to use the information.

Knowledge has a broader meaning and deeper than the two terms above because we will pay more attention to the content. Which contains the facts opinions, theories, principles and models? (Others conceptual framework) or other information is needed, such as knowledge of chemistry, mathematics, etc., and the person was referred to the data or facts caused by human actions or caused by natural phenomena and the talks with the trust or faith

Knowledge in the organization or in the community has two types of knowledge that exist in the individual or knowledge hidden (Tacit Knowledge) is have relevant underlying the □ in people born from experience landscape. The wisdom or intuition but talented individual not have relevant can take the chips out of the speech or writing text by the □ expenses. And knowledge stored in documents or knowledge appears clear (Explicit Knowledge) is knowledge that can be collected transmitted by the way, the most of the organizations the ratio of Tacit Knowledge, Explicit Knowledge is more than 80:20 (Boondee Boonyaki, 2004) both of types can change at any time depending on the situation, which makes the new knowledge. Through a spiral of knowledge or SECI Model which is invented by Ikujiro Nonaka and Takeuchi's (Takeuchi) The above process is the modifying of knowledge which upcoming 4 types such as Socialization, Externalization, Combination and Internalization which has been recognized by various organizations from many specialist. The circle of "SECI" mentioned that Knowledge Conversation) between Tacit Knowledge and Explicit Knowledge will lead to new knowledge and spirals indefinitely and infinity because of learning all the time which knowledge creation occurs in 4 styles starting from the knowledge of the individual's brain through learning and exchange has provided new knowledge or practice and record in writing. Thus,contribute to a systematic classification to research and as part of the development of knowledge. Then when the knowledge used or applied the knowledge in different ways causes the inherited was a new concept and applies a new knowledge to new learning. It is an endless cycle of knowledge in organizations. It is the potential of the organization to develop the organization's goals and direction. The creating a culture of learning and knowledge exchange are first priority,

The researchers summarized the meaning and types of knowledge that Knowledge is data, information, experience, values, beliefs, the process of comparing its links with the other until they understand and put into practice for the benefit of the time unlimited and identify the types of knowledge by using knowledge as a basis for consideration consists of Tacit Knowledge and Explicit Knowledge are knowledge that can change at any time which

depend on the situation and create new knowledge through a spiral of knowledge or SECI Model, which has been recognized by several organizations and many experts are 4 types such as Socialization, Externalization, Combination and Internalization. The process of generating new knowledge starts at the Signal Data, Information, Knowledge and Wisdom which is never ending cycle or loop.

## **Concept of Knowledge Management**

Burin Scaring the Fish (2552) noted that knowledge management is to bring together the knowledge that exists in an organization. Which are scattered in the person or documents to develop the system. So that everyone in the organization can access knowledge. And the development of self-knowledge. As well as operational efficiency. This will provide organizations with the ability of competitive. And causes a change of Tacit Knowledge into Explicit Knowledge to most (infinite tapestry of sound, 2552) Prapon PHASUKYUD (2547) have discussed the management of knowledge appropriate to the management of knowledge in the community by being there. participation of the community in modeling fish (TUNA Model: Thai - UNAids Model), which is the concept of knowledge management as the fish, one that consists of three sections: the head, body and tail. 1) The Knowledge vision (KV) is attributable to the vision and direction of knowledge management, how to do knowledge management to answer the question that Why we should do KM? 2) The Knowledge Sharing (KS) is part of the operations knowledge to achieve a teamwork and raise awareness and innovation. 3) Knowledge Assets (KA) is the "knowledge" or "Resouce of knowledge" that has emerged from the collection "knowledge" of the knowledge sharing process the technological tools to extract hidden knowledge to be outstanding knowledge, publish, exchange, share and apply knowledge to leverage further.

The researchers concluded that knowledge management is the process of gathering knowledge that exists in an organization or community. Which it is scattered in the document and the person to develop a system to enhance the development of the organization or achieve the goal by the process of knowledge management contains with the goals, vision and direction of knowledge management. Then follow the knowledge exchange to the team for raising awareness and innovation by the accumulating knowledge and extract knowledge that be Tacit Knowledge and Explicit Knowledge to publish, share, and apply to their jobs. And the factors contributing to the success of knowledge management, leadership, strategy, organization culture, information technology and knowledge management because of those are the factors that influence to management of knowledge in CBT.

## **Concept of Community Based Tourism**

The quality of life development for tourism is a community development as a job of community development. It seems simple but it is difficult because tourism is the development of responsiveness consumerism, tourism communities detached from its original production in agriculture versus business services are purchased at the height of tourist products and services can be determined. As needed to make the social and cultural attractions are often dominated by external cultural tourists who come with a sword and with a substantial risk in the adoption of development (Weeraphon Thongma, 2007). Tourism management should be based on the needs of the community, including the ability to fully take into account the natural way. And the ability to serve as a cultural and social alternative travel arrangements that truly meets the needs of the community. More integrated economic development with social development and protection of the environment and ecosystems. Which CBT is relevant with the development community as a whole community-driven tourism. The spirit of community and relationships within the community and outside the community (Pojana Suansri, 2007).

The researcher concluded that the community based sustainable tourism is tourism that takes into account environmental, social and cultural sustainability of the direction by the community and managed by the community for the community and the community's role as the owner has the right to care in order to learn to visitors that travel to work by covering 5 areas as follows; politics, economic, social, culture and environment which the villager in the community is owner and participation in management. The tourism also can be a tool for development. The tourism is a condition and creates opportunity for community organizations to play a role in planning the development of their community in the community. Especially in communities that are likely to foray into the tour to disclose or make known their community at large. The creation of a learning process about the plan resource management and decentralized decision making, emphasizing the importance of the natural environment and to use tourism as a tool for community development along the way. Bureau of Attraction Development, Ministry of Tourism and Sports (2007) indentified the key elements and issues of CBT as four area consists with the elements of ecotourism as follows;

**The natural and cultural resources** the community has a rich natural resource and method of production that rely on sustainable use of natural resources and cultural heritage community has a unique endemic.

**The community organizations** which has a wise or knowledgeable person and skills in a variety of community and feels like an ownership and participation in the development process.

**The management** there are rules to manage the environment, culture and tourism organization or mechanism in work for tourism management. Travel and interaction with the community as a whole has a fair distribution of benefits. There is a fund for economic and social development of the community. There is the learning characteristic of tourism activities to create awareness and understanding of different cultures and lifestyles. Management makes the learning process between villagers and visitors and creates awareness about the conservation of natural and cultural resources of both locals and visitors.

**Learning** the characteristics of tourism activities to create awareness and understanding of different cultures, lifestyles and deal with the learning process between residents and visitors to create awareness about the conservation of natural and cultural resources both the locals and visitors.

Which the issue and key components of CBT consists 4 areas that Bureau of Attraction Development, Ministry of Tourism and Sports has indentified in 2007.

### **The Context of Necessary Tourism Information to Develop an Information System of Community Based Tourism Network in Satun Province, Thailand**

Information technology systems are able to communicate, collect, analyze, store, present and disseminate with ease as affect to the accuracy and speed of production, service, management and operation are efficiency. Information operating systems included input data into the system, processing, and presented the results (Output) and reflect back to use in evaluation and improvement the systems and data import (Feedback) implementation data is the first step in the information system if input the errors data the system will affect to the performance of the system in the next step. The precision and accuracy of the data that input to the system is vital to the operation of information systems in the process to develop a network of Community Based Tourism of Satun province, Then use of knowledge management (KM) in the study and collection of data in the network of community tourism, CBT of Satun. Knowledge management is the process of gathering knowledge available in the community, which were scattered in documents and individuals. Knowledge management process extracted knowledge Tacit Knowledge and Explicit Knowledge and information systems in place for publishing. To share and exchange knowledge in order to operate the process of knowledge management is knowledgeable of the group home operator, which consists of community tourism leaders. Politicians both of local development and governance sectors. The responsible of the officer of the government agencies and the private sector play a role in promoting and residents in the community. This information is derived from the knowledge management community as a group that operates in all sectors and understanding through the exchange process, learning by storytelling and brainstorming.

As researcher went into the area to study the context in tourism information that necessary to develop a network of Community Based Tourism of Satun by using Knowledge Management to gather information on the meeting on CBT network in 10 communities, each community participated in the management of knowledge by a community of 30 people, which includes 9 groups of community tourism leaders, 6 groups of local politicians in both of development and administration and the 2 officers that responsible for the government agencies and the private sector to play a role in the promotion and 13 of villagers which be able to identify these operators based on their knowledge of the subject. There are 3 main groups are

Group 1 the group of knowledgeable with 20 percent of all participants in knowledge management. This group has the understanding of the CBT from operational experience and through the research process. As well as training and observative trip from the public sector to promote and support. The most people in this group tourism community leader and there is some local politicians and young people in the community who have attended the training, including through the research process, but a small amount. This group also has the potential for tourism management and skills to transfer knowledge to local people and visitors.

Group 2: group of people with moderate knowledge with 30 percent of all participants in knowledge management. Most of them are government agencies and private sector to support the implementation of the community. These groups work on policy rather than practice. As a result to gain knowledge, principle and reason, rather than experience in the operation. Most travelers who want to learn from the activities of the community have come to learn in reality and before leaving the most tourists get the data from the medias. However, most of the travelers who come to the knowledge exchange activity in the community, which is the management of knowledge between the visitor and the host alike.

Group 3: group of people with little or lack of knowledge. This group includes people with wrong ideas about CBT with 50 percent of all participants in knowledge management. Majority of the people in this group is the villagers and youth. The factors that contribute to the lack of knowledge of the people in the community are the implementation

of the process of community tourism leaders. The lack of coordination and clarify the concept of community tourism management from start operating. Another factor affecting the lack of knowledge and understanding of the people in the community is not open to new things, making the villagers do not understand the concept in tourism management by thinking of the result in the best interest of tourism then it leads the conflict in the community.

The gathering information from the community to develop a network for CBT, CBT offense, the use of knowledge management (KM) for the knowledgeable group of community tourism leaders, local politicians both of development and governance division. The officer that responsible for the government agencies and the private sector play a role in promoting. The villagers and visitors to have more understand of the operation and development. Moreover, the gap in the knowledge of each group to be equal as possible by the exchange and integration of Tacit Knowledge and Explicit Knowledge are all in the community to organize information, make a mess and create a data warehouse to improve their knowledge of their responsibility to contribute to the sustainable development of tourism, and community can move forward more effectively. They are also easy to find and build a new knowledge continuously. It is especially beneficial to the community in the next generation to take over, because it will result in the implementation of CBT is effectively under continuous sustainable by using knowledge management which knowledge management is strategies, processes and technology used in the community to seeking for the creation, management and knowledge sharing with integration of people in the community, process and technology. Knowledge management in tourism by CBT there must be a process of knowledge management as a tool by 4 mainly steps as follows;

**1. Providing or creating knowledge**, the development process and the creation of new knowledge to the group, who had no knowledge of CBT, which includes residents and youth in the community and those who have no knowledge of the external, which mostly is government officers and private sector to support the implementation of the community by a lecture form the scholar, experiences and specialists in the field of tourism by the community to build knowledge and understanding of key concepts in the development of tourism in the community. To make a discussions with a focus on building relationships between people in the community who have knowledge and experience in the operation of the people in the community who lack of knowledge or understanding of tourism by the community. While the knowledge to be extracted, screening and capturing knowledge in communities along the way. Issues in building and knowledge sharing based on the core elements of CBT 4 areas of the Bureau of Attraction Development, Ministry of Tourism and Sports has indentified on 2007 in natural resources, community, management And learning characteristics of tourism activities to create awareness and understanding of different cultures, lifestyles and deal with the learning process between residents and visitors to create awareness about the conservation of natural and cultural resources both of the locals and visitors.

**2. Knowledge Store is to extract**, screen, capture the knowledge in communities along the way, and then it needs to store knowledge which is recorded from the process of exchange of information and knowledge of the community, which is Tacit Knowledge from community tourism leaders the most. A group of local politicians, villagers and young people by recording and storing data in the form of words, images, animation and sound, then the analysis and synthesis of data from the community to raise the level of data into information and information systems in place to be stored in the data warehouse by using information systems as a tool because of work faster and easier-to-use knowledge.

**3. Knowledge Sharing** is a process after analyzing and synthesizing the information from the community to enhance the data become the information and stores the data regularly by using the system as a tool and disseminates knowledge to the vocal group travel community for understanding. The local politicians, government staff and the private sector play a role in promoting the villagers and visitors to gain more knowledge of CBT and also reduce the level of knowledge of differences vocal group of traveling in community. The local politicians, government staff and the private sector play a role in promoting the villagers and visitors to the concept foundation of the operations and the development of CBT as a valid community in the same way then get the sustainable in social development by using tourism as a tool.

**4. Apply knowledge sustainable of information**, community tourism leader, local politicians responsible for the government agencies and private sector plays a role in promoting. Locals and tourists need to know that the data stored in the data warehouse community to solve problems in situations likely to arise or develop their own knowledge and expertise in more responsible. And it will be contributed to the advancement CBT effectively. As well as to learn the basics of travel activities, rules or regulations, and the community to experience a real tour prior to departure in the community of tourists traveling to knowledge. When this knowledge is used and the process knowledge, the skills of the people in the community expertise into Tacit Knowledge and Explicit Knowledge can lead to the creation of new knowledge, or correcting the old which builds on knowledge to new knowledge occurs continuously and cognitive development in a sustainable community.

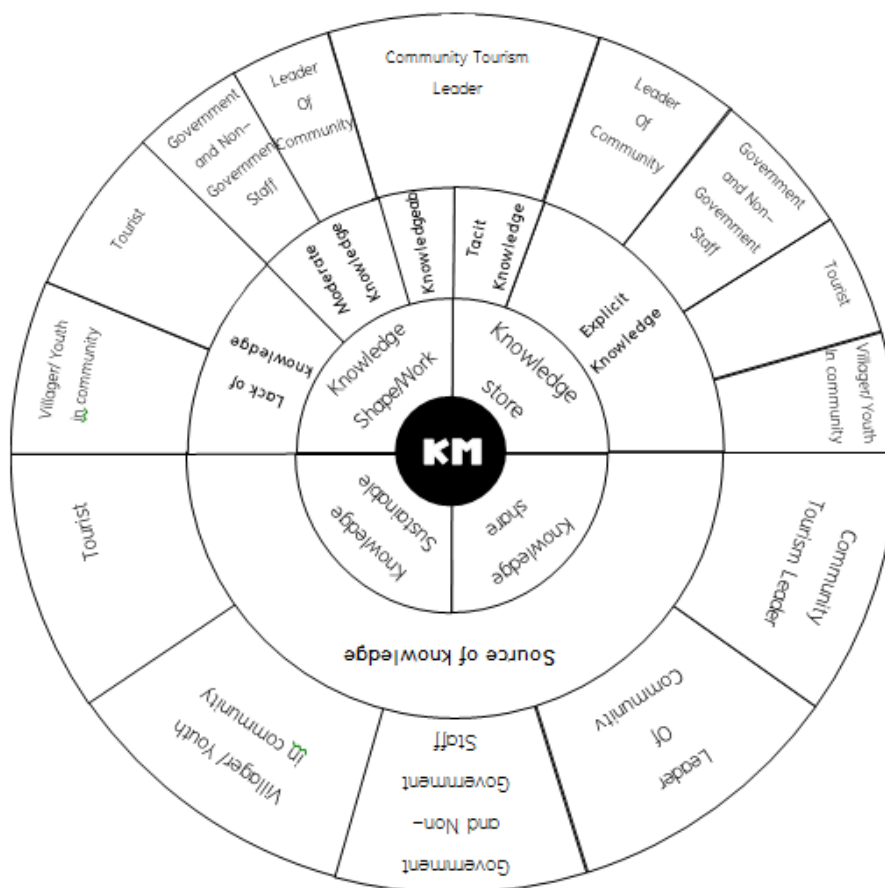


Figure 3 A model of collection an information from the community to develop a for Community Based Tourism (CBT) network, Satun province.

## Conclusion

The Data gathered from community-based tourism by using the knowledge management as a tool to develop information system for community-based tourism network of Satun contains the basic information in natural resources and culture, community, management, and learning as an information from all relevant sectors which the information will be reliable, accurate and also knowledge level adjustment of involved person in managing CBT to belong most equal. As a result, all sectors of the tourism development in the community, which is a tool for the tourists that can find and get the correct information before traveling through Information System for Community Based (CBT) Tourism Network of Satun.

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